

2 of 11

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	SU	530P-6P	30 ROCK	:30	\$250.00	10/14-10/14	0	0	0	\$0.00	
Rating: 1.3												
Sales Remark: V3 CXL												
V3 Comment Changed, Spots/week Changed												
	2	TH	7P-9P	DEBATES 10.11 16 22	:30	\$5,000.00	10/11-10/11	1	1	1	\$5,000.00	
Rating: 7.3												
	*3	W-F	4P-5P	DR OZ	:30	\$200.00	10/10-10/12	1	1	1	\$200.00	
Rating: 1.2												
Sales Remark: V3 REV												
V3 More than 2 codes changed												
	4	TH	4P-5P	DR OZ	:30	\$200.00	10/11-10/11	1	1	1	\$200.00	
Rating: 1.2												
	5	F	4P-5P	DR OZ	:30	\$200.00	10/12-10/12	1	1	1	\$200.00	
Rating: 1.2												
	6	M	4P-5P	DR OZ	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
Rating: 1.2												
	*7	TU	5A-530A	GOOD DAY UTAH	:30	\$195.00	10/09-10/09	0	0	0	\$0.00	
Rating: 1.1												
Sales Remark: V3 NA												
V3 Comment Changed, Spots/week Changed												

Rep Order# 9837802 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/09/2012 10:56 AM
Last Received: 10/09/2012 10:31 AM
Showing Buylines: All Lines

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL
Product LOVE FOR UT-CD 4
Estimate# C09C15
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C09C15
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

*8	W		5A-530A	GOOD DAY UTAH	:30	\$275.00	10/10-10/10	1	1	1	\$275.00	
Rating: 1.1												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												

*9	TH		5A-530A	GOOD DAY UTAH	:30	\$275.00	10/11-10/11	1	1	1	\$275.00	
Rating: 1.1												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												

*10	M		5A-530A	GOOD DAY UTAH	:30	\$275.00	10/15-10/15	2	1	2	\$550.00	
Rating: 1.1												
Sales Remark: V3 REV-												
V3 More than 2 codes changed												

*11	TU		530A-6A	GOOD DAY UTAH	:30	\$195.00	10/09-10/09	0	0	0	\$0.00	
Rating: 1.6												
Sales Remark: V3 NA												
V3 Comment Changed, Spots/week Changed												

*12	W		530A-6A	GOOD DAY UTAH	:30	\$250.00	10/10-10/10	2	1	2	\$500.00	
Rating: 1.6												
Sales Remark: V3 REV-												
V3 More than 2 codes changed												

*13	TH		530A-6A	GOOD DAY UTAH	:30	\$275.00	10/11-10/11	1	1	1	\$275.00	
Rating: 1.6												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												

*14	F		530A-6A	GOOD DAY UTAH	:30	\$275.00	10/12-10/12	1	1	1	\$275.00	
Rating: 1.6												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												

Rep Order# 9837802 Ver# 3 Status Revised

Traffic Order#

Printed: 10/09/2012 10:56 AM
Last Received: 10/09/2012 10:31 AM
Showing Buylines: All Lines

4 of 11

Station KSTU-TV SALT LAKE CITY, UT

Advertiser () POLITICAL

Product LOVE FOR UT-CD 4

Estimate# C09C15

Buyer Patricia Dome

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/C09C15

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT Ln Day Time Program

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Total Cost

Daypart

*15 M 530A-6A GOOD DAY UTAH :30 \$275.00 10/15-10/15 1 1 1 \$275.00
Rating: 1.6

Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

16 W 6A-7A GOOD DAY UTAH :30 \$415.00 10/10-10/10 1 1 1 \$415.00
Rating: 2.3

17 TH 6A-7A GOOD DAY UTAH :30 \$415.00 10/11-10/11 1 1 1 \$415.00
Rating: 2.3

18 F 6A-7A GOOD DAY UTAH :30 \$415.00 10/12-10/12 1 1 1 \$415.00
Rating: 2.3

19 M 6A-7A GOOD DAY UTAH :30 \$415.00 10/15-10/15 1 1 1 \$415.00
Rating: 2.3

20 TU 7A-8A GOOD DAY UTAH :30 \$415.00 10/09-10/09 1 1 1 \$415.00
Rating: 3.0

21 W 7A-8A GOOD DAY UTAH :30 \$415.00 10/10-10/10 1 1 1 \$415.00
Rating: 3.0

22 TH 7A-8A GOOD DAY UTAH :30 \$415.00 10/11-10/11 1 1 1 \$415.00
Rating: 3.0

23 F 7A-8A GOOD DAY UTAH :30 \$415.00 10/12-10/12 1 1 1 \$415.00
Rating: 3.0

24 M 7A-8A GOOD DAY UTAH :30 \$415.00 10/15-10/15 1 1 1 \$415.00
Rating: 3.0

1
2
3
4
5

Rating: 1.3

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87
88
89
90
91
92
93
94
95
96
97
98
99
100
101
102
103
104
105
106
107
108
109
110
111
112
113
114
115
116
117
118
119
120
121
122
123
124
125
126
127
128
129
130
131
132
133
134
135
136
137
138
139
140
141
142
143
144
145
146
147
148
149
150
151
152
153
154
155
156
157
158
159
160
161
162
163
164
165
166
167
168
169
170
171
172
173
174
175
176
177
178
179
180
181
182
183
184
185
186
187
188
189
190
191
192
193
194
195
196
197
198
199
200
201
202
203
204
205
206
207
208
209
210
211
212
213
214
215
216
217
218
219
220
221
222
223
224
225
226
227
228
229
230
231
232
233
234
235
236
237
238
239
240
241
242
243
244
245
246
247
248
249
250
251
252
253
254
255
256
257
258
259
260
261
262
263
264
265
266
267
268
269
270
271
272
273
274
275
276
277
278
279
280
281
282
283
284
285
286
287
288
289
290
291
292
293
294
295
296
297
298
299
300
301
302
303
304
305
306
307
308
309
310
311
312
313
314
315
316
317
318
319
320
321
322
323
324
325
326
327
328
329
330
331
332
333
334
335
336
337
338
339
340
341
342
343
344
345
346
347
348
349
350
351
352
353
354
355
356
357
358
359
360
361
362
363
364
365
366
367
368
369
370
371
372
373
374
375
376
377
378
379
380
381
382
383
384
385
386
387
388
389
390
391
392
393
394
395
396
397
398
399
400
401
402
403
404
405
406
407
408
409
410
411
412
413
414
415
416
417
418
419
420
421
422
423
424
425
426
427
428
429
430
431
432
433
434
435
436
437
438
439
440
441
442
443
444
445
446
447
448
449
450
451
452
453
454
455
456
457
458
459
460
461
462
463
464
465
466
467
468
469
470
471
472
473
474
475
476
477
478
479
480
481
482
483
484
485
486
487
488
489
490
491
492
493
494
495
496
497
498
499
500
501
502
503
504
505
506
507
508
509
510
511
512
513
514
515
516
517
518
519
520
521
522
523
524
525
526
527
528
529
530
531
532
533
534
535
536
537
538
539
540
541
542
543
544
545
546
547
548
549
550
551
552
553
554
555
556
557
558
559
560
561
562
563
564
565
566
567
568
569
570
571
572
573
574
575
576
577
578
579
580
581
582
583
584
585
586
587
588
589
590
591
592
593
594
595
596
597
598
599
600
601
602
603
604
605
606
607
608
609
610
611
612
613
614
615
616
617
618
619
620
621
622
623
624
625
626
627
628
629
630
631
632
633
634
635
636
637
638
639
640
641
642
643
644
645
646
647
648
649
650
651
652
653
654
655
656
657
658
659
660
661
662
663
664
665
666
667
668
669
670
671
672
673
674
675
676
677
678
679
680
681
682
683
684
685
686
687
688
689
690
691
692
693
694
695
696
697
698
699
700
701
702
703
704
705
706
707
708
709
710
711
712
713
714
715
716
717
718
719
720
721
722
723
724
725
726
727
728
729
730
731
732
733
734
735
736
737
738
739
740
741
742
743
744
745
746
747
748
749
750
751
752
753
754
755
756
757
758
759
760
761
762
763
764
765
766
767
768
769
770
771
772
773
774
775
776
777
778
779
780
781
782
783
784
785
786
787
788
789
790
791
792
793
794
795
796
797
798
799
800
801
802
803
804
805
806
807
808
809
810
811
812
813
814
815
816
817
818
819
820
821
822
823
824
825
826
827
828
829
830
831
832
833
834
835
836
837
838
839
840
84

6 of 11

Salesperson FAX# 917-206-9589

Daypart

Rep Order# 9837802 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/09/2012 10:56 AM
Last Received: 10/09/2012 10:31 AM
Showing Buylines: All Lines

7 of 11

Station KSTU-TV SALT LAKE CITY, UT

Advertiser () POLITICAL

Product LOVE FOR UT-CD 4

Estimate# C09C15

Buyer Patricia Dome

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/C09C15

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*45	SU	9A-10A	NEWS	:30	\$440.00	10/14-10/14	1	1	1	\$440.00	

Rating: 1.9
Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

	*46	TU	5P-530P	NEWS	:30	\$440.00	10/09-10/09	0	0	0	\$0.00	
--	-----	----	---------	------	-----	----------	-------------	---	---	---	--------	--

Rating: 1.4
Sales Remark: V3 CXL
V3 Comment Changed, Spots/week Changed

	*47	W	5P-530P	NEWS	:30	\$550.00	10/10-10/10	1	1	1	\$550.00	
--	-----	---	---------	------	-----	----------	-------------	---	---	---	----------	--

Rating: 1.4
Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

	*48	F	5P-530P	NEWS	:30	\$550.00	10/12-10/12	1	1	1	\$550.00	
--	-----	---	---------	------	-----	----------	-------------	---	---	---	----------	--

Rating: 1.4
Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

	*49	M	5P-530P	NEWS	:30	\$550.00	10/15-10/15	1	1	1	\$550.00	
--	-----	---	---------	------	-----	----------	-------------	---	---	---	----------	--

Rating: 1.4
Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

	*50	TU	530P-6P	NEWS	:30	\$550.00	10/09-10/09	1	1	1	\$550.00	
--	-----	----	---------	------	-----	----------	-------------	---	---	---	----------	--

Rating: 2.1
Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

	*51	W	530P-6P	NEWS	:30	\$550.00	10/10-10/10	1	1	1	\$550.00	
--	-----	---	---------	------	-----	----------	-------------	---	---	---	----------	--

Rating: 2.1
Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

8 of 11

Rep Firm	
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone#	202-955-5342
Salesperson FAX#	917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*52	TH	530P-6P	NEWS	:30	\$550.00	10/11-10/11	1	1	1	\$550.00	
Rating: 2.1												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												
	*53	F	530P-6P	NEWS	:30	\$550.00	10/12-10/12	1	1	1	\$550.00	
Rating: 2.1												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												
	*54	M	530P-6P	NEWS	:30	\$550.00	10/15-10/15	1	1	1	\$550.00	
Rating: 2.1												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												
	*55	SA	5P-530P	NEWS	:30	\$385.00	10/13-10/13	0	0	0	\$0.00	
Rating: 2.2												
Sales Remark: V3 NA												
V3 Comment Changed, Spots/week Changed												
	*56	SU	5P-530P	NEWS	:30	\$385.00	10/14-10/14	0	0	0	\$0.00	
Rating: 2.0												
Sales Remark: V3 NA												
V3 Comment Changed, Spots/week Changed												
	*57	W-F	9P-1005P	NEWS	:30	\$1,650.00	10/10-10/12	1	1	1	\$1,650.00	
Rating: 5.2												
Sales Remark: V3 REV												
V3 More than 2 codes changed												
	58	W	9P-1005P	NEWS	:30	\$1,650.00	10/10-10/10	1	1	1	\$1,650.00	
Rating: 5.2												
	59	TH	9P-1005P	NEWS	:30	\$1,650.00	10/11-10/11	1	1	1	\$1,650.00	
Rating: 5.2												

9 of 11

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	60	M	9P-1005P	NEWS	:30	\$1,650.00	10/15-10/15	1	1	1	\$1,650.00	
	Rating: 5.2											
	61	SA	9P-1005P	NEWS	:30	\$880.00	10/13-10/13	1	1	1	\$880.00	
	Rating: 3.8											
	62	SU	9P-1005P	NEWS	:30	\$1,650.00	10/14-10/14	1	1	1	\$1,650.00	
	Rating: 5.7											
	*63	SA	10P-1030P	PAC 12 SHOW	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	Rating: 2.4											
	Sales Remark: V3 REV											
	V3 Time Changed, Comment Changed											
	*64	TU	10P-1030P	SEINFELD	:30	\$400.00	10/09-10/09	0	0	0	\$0.00	
	Rating: 2.4											
	Sales Remark: V3 NA											
	V3 Comment Changed, Spots/week Changed											
	*65	W	10P-1030P	SEINFELD	:30	\$550.00	10/10-10/10	1	1	1	\$550.00	
	Rating: 2.4											
	Sales Remark: V3 REV											
	V3 Comment Changed, Rate Changed											
	*66	TH	10P-1030P	SEINFELD	:30	\$550.00	10/11-10/11	1	1	1	\$550.00	
	Rating: 2.4											
	Sales Remark: V3 REV											
	V3 Comment Changed, Rate Changed											
	*67	M	10P-1030P	SEINFELD	:30	\$550.00	10/15-10/15	1	1	1	\$550.00	
	Rating: 2.4											
	Sales Remark: V3 REV											
	V3 Comment Changed, Rate Changed											

Rep Order# 9837802 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/09/2012 10:56 AM
Last Received: 10/09/2012 10:31 AM
Showing Buylines: All Lines

10 of 11

Station KSTU-TV SALT LAKE CITY, UT

Advertiser () POLITICAL

Product LOVE FOR UT-CD 4

Estimate# C09C15

Buyer Patricia Dome

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/C09C15

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT Ln Day Time Program

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Total Cost

Daypart

*68 SA 10P-1035P FOOTBALL FEVER

:30

\$500.00

10/13-10/13

1

1

1

\$500.00

Sales Remark: V3 REV
V3 More than 2 codes changed

*69 TU 630P-7P SEINFELD

:30

\$450.00

10/09-10/09

0

0

0

\$0.00

Sales Remark: V3 NA
V3 Comment Changed, Spots/week Changed

*70 W 630P-7P SEINFELD

:30

\$715.00

10/10-10/10

1

1

1

\$715.00

Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

*71 TH 630P-7P SEINFELD

:30

\$715.00

10/11-10/11

1

1

1

\$715.00

Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

*72 M 630P-7P SEINFELD

:30

\$715.00

10/15-10/15

0

0

0

\$0.00

Sales Remark: V3 NA
V3 More than 2 codes changed

*73 SA 630P-7P SEINFELD

:30

\$400.00

10/13-10/13

0

0

0

\$0.00

Sales Remark: V3 NA
V3 Comment Changed, Spots/week Changed

*74 SA 6P-630P SIMPSONS

:30

\$400.00

10/13-10/13

0

0

0

\$0.00

Sales Remark: V3 NA
V3 Comment Changed, Spots/week Changed

Rep Order# 9837802 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/09/2012 10:56 AM
Last Received: 10/09/2012 10:31 AM
Showing Buylines: All Lines

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL
Product LOVE FOR UT-CD 4
Estimate# C09C15
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C09C15
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

Rating: 2.8
Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

	76	W	7P-9P	X FACTOR	:30	\$3,080.00	10/10-10/10	1	1	1	\$3,080.00	
--	----	---	-------	----------	-----	------------	-------------	---	---	---	------------	--

---REPORT TOTALS---

Report Totals: 69 / \$39,625.00

---SALES MONTHLY TOTALS---

Oct 12: 69 / \$39,625.00
Sales Totals: 69 / \$39,625.00
Station Totals: 69 / \$39,625.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$134,004	CABL 0%	KDLU 0%	KJZZ 1%	KSL 22%	KSTU 29%
		KTVX 22%	KUCW 0%	KUTV 24%	UNKB 0%	UNKN 0%

Books null
Demos RA35+